

## Content that solves is content that sells.

How we helped Floodgate Medical, a leading talent acquisition solution in the medical device industry, start more sales conversations by getting their relevant content in front of the right prospects.



Floodgate Medical saw an **37% increase** in response rates using the Emerged Platform

### Create content for your prospect, not your brand.

The medtech industry took a huge hit in 2020 due to COVID-19, and medical device companies are working hard to retain and recruit top talent in a post-pandemic environment. With this in mind, the team at FloodGate created a comprehensive 12-page guide that would provide prospects with the discreet insight needed to understand the industry's emerging salary expectations and the tools needed to successfully recruit, engage, and retain their workforce in 2021.

It was evident that FloodGate understood the importance of creating high-quality content that would speak to their prospects' problems and offer attainable solutions. However, like many of our clients, Floodgate came to realize their content was only as valuable as the people who saw it.

### Share your content with the right prospects, at the right time.

Emerged was able to help Floodgate get their 2021 Medical Device Industry Compensation Guide into the hands of their desired prospects quickly and cost-effectively. Using our proprietary data, we honed in on the specific medical device companies and titles that the Floodgate team wanted to target. From there, we developed their assets and engaged the Emerged platform to run a multifaceted paid media campaign and 1-1 outreach sequences on LinkedIn and Email. Ultimately, our goal was to maximize the valuable content their team had already created and use it to start sales conversations on their behalf.

### Generate more value based sales conversations with the Emerged Platform.

The Floodgate campaign is a powerful example of what happens when purposeful content is put in front of the right prospects. Since launch, we've been able to share Floodgate's Compensation Guide with 300 new target prospects, increase their overall response rate by 37%, and start over 40 high-quality sales conversations for their team. Of these conversations so far, several meetings have been scheduled, and two sizable contracts are pending signature—all within 14 days.

